



1-800-QuitNow (1-800-784-8669) or
www.QuitNowKentucky.org

National Jewish Health



In 1899 National Jewish Health began as a refuge for destitute tuberculosis patients. At that time, tuberculosis was the #2 cause of morbidity and mortality in the US.

Ranked the #1 Respiratory Hospital in America since 1998 by *U.S. News & World Report*, our focus today is on delivering preventive, personalized medicine.



Our wellness programs continue our heritage by focusing on the #1 and #2 causes of preventable death today – smoking and obesity.

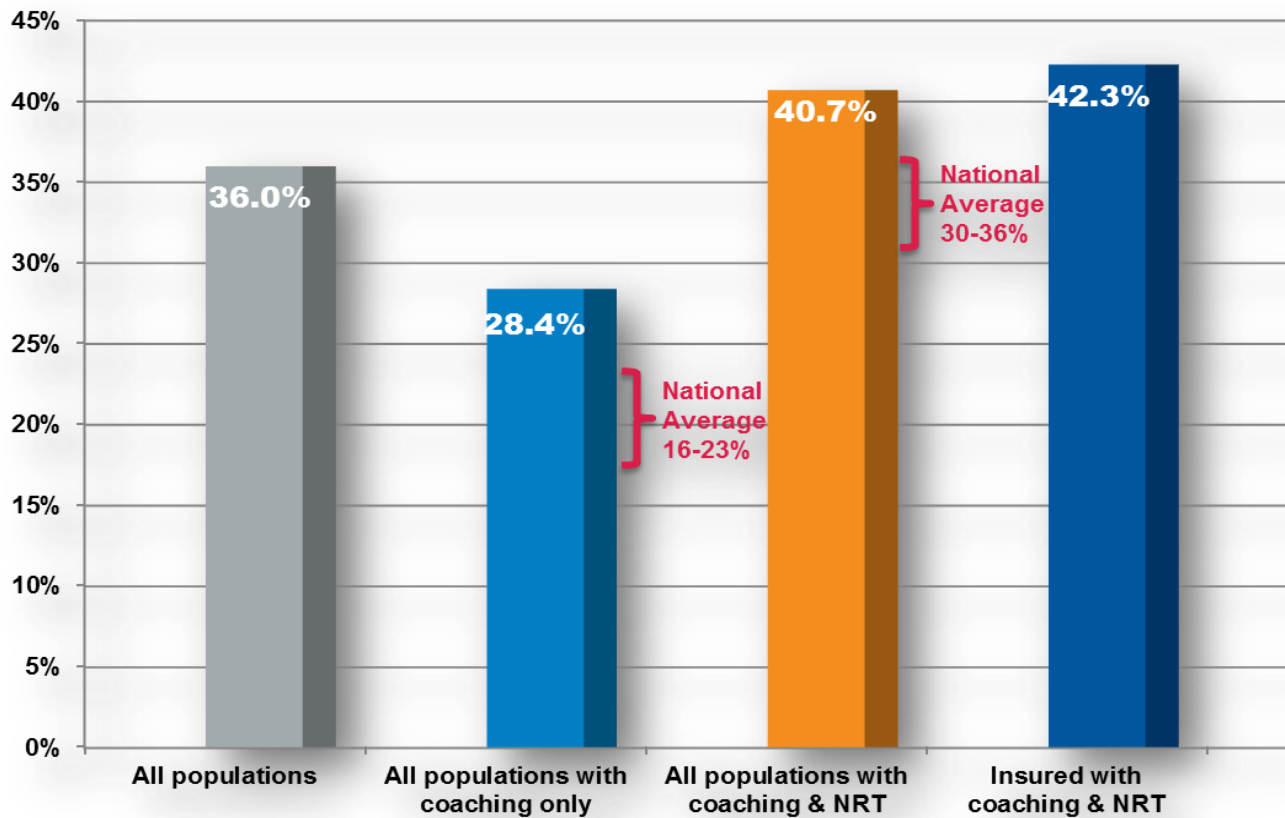
National Jewish Health



- Our resources as an academic medical center ensure that we stay current on scientific advances in tobacco cessation
- We continually evaluate and revise our programs to improve success rates
- Every dollar we earn is reinvested in research and program enhancements

National Jewish Health

30 Day Point Prevalence Abstinence



Quit Now Kentucky

Quit Line Service

8am to 1am EST or 7am to 12 midnight CST

- Intake and enrollment (Bilingual)
- Trained coaches who use behavioral change model
- Educational materials
- Web-based resources
- Text messaging and other smart phone apps
- Referral to community based cessation services

Stages of Change





PATIENT FAX REFERRAL FORM

Today's Date _____
Fax to: 1-800-261-6259

Use this form to refer patients who are ready to quit tobacco in the next 30 days to Quit Now Kentucky.

PROVIDER(S): Complete this section

Provider name	Contact Name
Clinic/Hosp/Dept	E-mail
Address	Phone () -
City/State/Zip	Fax () -

PATIENT: Complete this section

____ Yes, I am ready to quit and ask that a quitline coach call me. I understand that Quit Now Kentucky will inform my
Initial provider about my participation.

Best times to call? ☐ morning ☐ afternoon ☐ evening ☐ weekend

May we leave a message? ☐ Yes ☐ No

Are you hearing impaired and need assistance? ☐ Yes ☐ No

Date of Birth: / / Gender ☐ M ☐ F

Patient Name (Last) (First)

Address City KY

Zip Code E-mail

Phone #1 () - Phone #2 () -

Language ☐ English ☐ Spanish ☐ Other

Patient Signature Date

PLEASE FAX TO: 1-800-261-6259

Or mail to: Quit Now Kentucky, c/o National Jewish Health®, 1400 Jackson St., S117A, Denver, CO 80206

Confidentiality Notice: This facsimile contains confidential information. If you have received this in error, please notify the sender immediately by telephone and confidentially dispose of the material. Do not review, disclose, copy or distribute.



Patients who use tobacco are **nine times more likely**
to quit long term when using the free Quit Now
Kentucky services compared to quitting on their own.

FAX REFERRAL PROGRAM IN 5 EASY STEPS

1. Ask about client's, or their parent's/guardian's tobacco use at each visit.
2. Advise tobacco users about the health consequences of tobacco use and determine if they would like to quit.
3. If so, complete the Client Referral/Consent form and fax it to 1-800-261-6259.
4. Prescribe pharmacotherapy, if appropriate, or advise about NRT for relief from withdrawal symptoms and to aid with quitting.
5. Information about the patient's enrollment status is faxed back to the healthcare provider.

ADDITIONAL TOBACCO CESSATION RESOURCES

For additional fax referral forms and quitline materials contact:

Bobbye Gray
Tobacco Prevention and Cessation Program
502-564-9358, extension 4017

Quitline materials are also available at
<http://CHFS.KY.gov/ktqs>

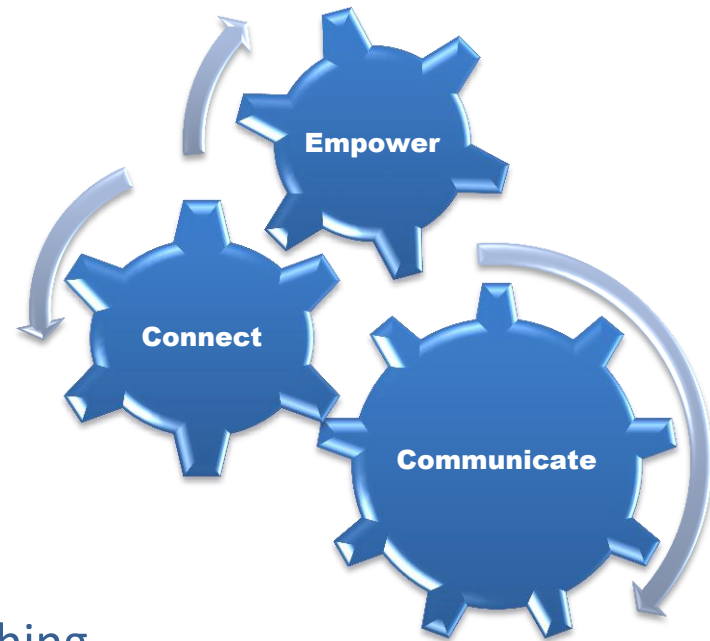
Quit Now Kentucky accepts fax and email referrals

Online referral form coming soon

Quit Now Kentucky

Web-based Services

- www.quitnowkentucky.org
- Both stand alone or in addition to telephone coaching
- Online registration
- Integrated quit plan
- Quit dashboard
- Track NRT shipments
- Calendar
 - Show appointments
- Social support
- Proactive email support
- Resources
- Bilingual
- Integrated with over the phone coaching



Quit Now Kentucky

eCoach Mobile App

- Convenient way for enrolled participants to stay engaged
- Display or update contact information
- Opt in or out of text messaging
- Show appointments and receive reminders
- Review NRT options and dosing
- Track NRT shipment
- Quit dashboard
- Get support

Quit Now Kentucky

Texting

- Messages related to support and relapse prevention
- Tips, motivation, and encouragement
- Messages customized by tobacco type and stage of change
- Messages assessing mood, craving, and tobacco status
- Appointment reminders
- Congratulatory messages



Quit Now Kentucky

NRT

- From February 1 to July 15, 2013
- Age requirement: 18-34
- Insurance requirement: Uninsured
- Commitment: Must enroll in coaching
- 2 week supply of patches for those who meet medical eligibility, medical consent required for those who have contraindications

Quit Now Kentucky

Pregnancy Post-partum Protocols



- Dedicated coaching program for pregnant Kentuckians
- Medical screening
- Option to enroll
- If yes, assigned a designated pregnancy coach
- Begin coaching
- Reward process
- Coaching continues through pregnancy
- Coaching resumes 2 weeks post-partum
- Reminder text messages
- Rewards process for post-partum completed calls

? Questions ?

Bobbye Gray RN, BS
Tobacco Cessation Administrator
Tobacco Prevention and Cessation Program
Department for Public Health
275 East Main Street, HS1 E-E
Frankfort, KY 40621
502-564-9358 x 4017